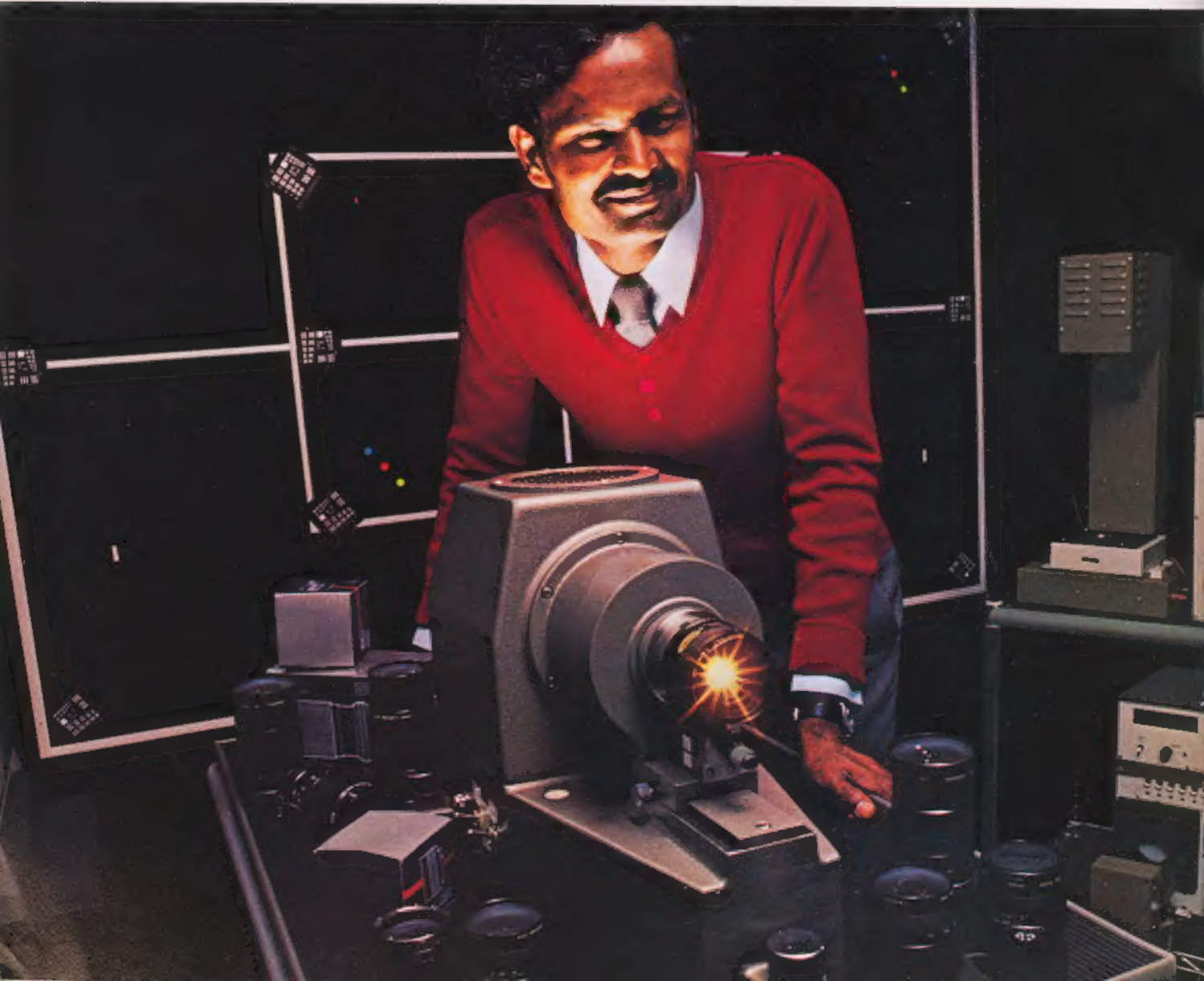


Reddy Chirra improves his vision with an Apple.

Reddy is an optical engineer who's used to working for big companies and using big mainframes.

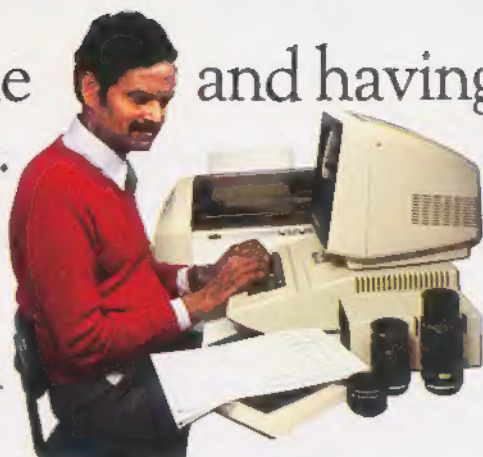
But when he started his own consulting business, he soon learned how costly mainframe time can be. So he bought himself a 48K Apple II Personal Computer.

And, like thousands of other engineers and scientists, quickly learned the pleasures of



cutting down on shared time and having his own tamper-proof data base.

His Apple can handle formulas with up to 80 variables and test parameters on 250 different optical glasses.



He can even use BASIC, FORTRAN, Pascal and Assembly languages.

And Apple's HI-RES graphics come in handy for design.

Reddy looked at other microcomputers, but chose Apple for its in-depth documentation, reliability and expandability.

You can get up to 64K RAM in an Apple II. Up to 128K RAM in our new Apple III. And there's a whole family of compatible peripherals, including an IEEE-488 bus for laboratory instrument control.

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